

CERTIFIED INNOVATION PROFESSIONAL (CINP)



GENTEX[®]
TRAINING CENTER



Introduction

Innovation work fails quietly when it lacks method. Ideas stall in long approval cycles, pilots end without evidence, and good concepts die because no one owns the process. This Certified Innovation Professional (CInP) Training Course gives participants the working methods, tools, and discipline to move innovation from intention to result. Furthermore, it covers problem framing, ideation technique, prototyping, experimentation, measurement, and the governance that keeps projects moving. Participants also learn to facilitate innovation sessions, manage uncertainty, and report value clearly to sponsors. As a result, they leave able to run innovation work professionally, not informally.

Certified Innovation Professional (CInP) Course Objectives

- Frame innovation problems using structured problem-definition techniques.
- Apply design thinking and human-centred design in project work.
- Run ideation sessions with SCAMPER, TRIZ, and brainstorming rules.
- Evaluate ideas using impact-effort, scoring, and feasibility criteria.
- Build prototypes at appropriate fidelity for each testing stage.
- Design experiments with clear hypotheses, metrics, and success thresholds.
- Apply lean startup build-measure-learn cycles to innovation projects.
- Use stage-gate governance to move projects through decision points.
- Facilitate innovation workshops and manage cross-functional teams.
- Measure innovation value with input, process, and outcome metrics.

Course Methodology

- Interactive workshops built around participants' own innovation projects.

LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



- Guided facilitation practice of ideation and workshop sessions.
- Prototyping and experimentation exercises with live testing.
- Idea evaluation and portfolio screening simulations.
- Case studies of innovation projects that succeeded and failed.
- Action planning that links each method to the participant's own innovation role.

Who Should Take This Course

- Innovation officers, analysts, and programme coordinators.
- Product managers and R&D specialists developing new solutions.
- Continuous improvement and change specialists.
- Business analysts assessing opportunities and feasibility.
- Facilitators and consultants running innovation workshops.
- Intrapreneurs and entrepreneurs managing innovation projects.

Certified Innovation Professional (CInP) Course Outlines

Day 1: Framing Problems and Opportunities

- Distinguishing symptoms from real innovation problems.
- Writing problem statements with scope and criteria.
- Applying the double diamond to exploration and delivery.
- Using jobs-to-be-done analysis to understand needs.
- Mapping customer journeys and pain points.
- Defining success criteria before ideation begins.
- Practicing problem framing on a live challenge.





Day 2: Ideation Techniques and Facilitation

- Preparing and running structured ideation workshops.
- Applying SCAMPER and TRIZ to generate alternatives.
- Using brainstorming rules and constraint-based thinking.
- Facilitating diverse groups and managing dominant voices.
- Combining and refining ideas into stronger concepts.
- Documenting ideas for traceability and review.
- Facilitating a full ideation session.

Day 3: Evaluation, Prototyping, and Experimentation

- Screening ideas with impact-effort and scoring matrices.
- Assessing feasibility, risk, and resource requirements.
- Choosing prototype fidelity: sketch, mock-up, or working model.
- Designing experiments with hypotheses and metrics.
- Applying build-measure-learn cycles to test assumptions.
- Recording learning and deciding to pivot or proceed.
- Building and testing a prototype in a workshop sprint.

Day 4: Governance, Portfolios, and Value Reporting

- Applying stage-gate governance to innovation projects.
- Setting decision criteria, thresholds, and funding steps.
- Managing portfolios across incremental and disruptive work.
- Handling uncertainty, setbacks, and failed experiments.
- Managing stakeholder expectations and sponsor reporting.

LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



- Communicating value with business cases and evidence.
- Running a portfolio review simulation.

Day 5: Scaling, Culture, and Innovation Metrics

- Moving validated solutions into implementation.
- Building adoption plans and change support.
- Measuring innovation with input, process, and outcome metrics.
- Building a culture of curiosity and safe experimentation.
- Documenting methods and reusable innovation playbooks.
- Reviewing project results and lessons learned.
- Preparing a 90-day innovation professional action plan.

Conclusion

By successfully completing Certified Innovation Professional (CInP), participants will gain the knowledge to frame problems clearly, facilitate ideation, test assumptions through prototyping, and guide projects through governance to implementation. They will acquire skills in design thinking application, experimentation design, idea evaluation, and innovation measurement that make innovation work reliable rather than accidental. Gentex Training Center builds this course around participants' own projects, so learners return ready to deliver innovation professionally and prove its value.

FAQs





Q1 What is the "Certified Innovation Professional (CInP)" course about?

It teaches the professional methods used to run innovation work reliably. The course covers problem framing, design thinking, ideation techniques, idea evaluation, prototyping and experimentation, stage-gate governance, workshop facilitation, and innovation measurement in organizational settings.

Q2 What are the key benefits of the "Certified Innovation Professional (CInP)" course?

Participants move ideas forward with evidence instead of opinion, run faster and better-structured innovation cycles, and make clearer go/no-go decisions. They also facilitate stronger workshops, report value credibly to sponsors, and reduce wasted effort on weak concepts.

Q3 What skills will I gain from the "Certified Innovation Professional (CInP)" course?

You will gain problem framing and design thinking application, ideation facilitation and creative technique, prototyping and experiment design, and idea evaluation and innovation measurement. These four skills work together to move an idea from rough concept to validated, governed delivery.



Q4 What tools, methods, or standards are covered in the "Certified Innovation Professional (CInP)" course?

The course covers the design thinking double diamond, jobs-to-be-done analysis, customer journey mapping, SCAMPER, TRIZ, structured brainstorming rules, impact-effort and scoring matrices, prototype fidelity levels, hypothesis-driven experiment design, lean startup build-measure-learn cycles, stage-gate governance, portfolio balancing, business case formats, and innovation metrics across input, process, and outcome.

Q5 How is the "Certified Innovation Professional (CInP)" course applied in real-world practice?

Participants take their own challenge through framing, ideation, and a prototype test with defined metrics. They also facilitate an ideation session, run a portfolio review simulation, and prepare a value report for sponsors, then complete a 90-day action plan for their innovation role.